

## ABSTRACT OF THE DISCLOSURE

It is an object of the present invention to provide an ink jet printing apparatus that enables high-grade printing to be carried out all over a print medium. An ink jet printing apparatus according to the present invention includes print medium conveying section for conveying a print medium, scanning section for moving a print head that ejects ink droplets, along a main scanning direction crossing a direction in which the print medium is conveyed, and printing control section for controlling an operation performed by the print head to eject droplets. On the basis of a plurality of landing position adjustment values set in association with a plurality of areas in the conveying direction of the print medium, the printing control section controls the operation of ejecting ink droplets in each area.